

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:	Margaret Aleles et al.	Confirmation No.:	5056
Application No.:	10/695,686	Group No.:	3626
Filed:	October 29, 2003	Examiner:	Rachel L. Porter
For:	METHOD FOR PROVIDING PERSONALIZED PROGRAMS TO RETAIL CUSTOMERS		

**Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**

Amendment

Sir:

In response to the Office Action mailed December 24, 2008, the time for response thereto being March 24, 2008, please amend the above-identified application as indicated below.

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims that begins on page 3 of this paper.

Remarks/Arguments begin on page 7 of this paper.

CERTIFICATE OF EFS SUBMISSION (37 C.F.R. § 1.8(a)(i)(1)(C))

I hereby certify that on March 24, 2009, that this correspondence is being submitted to the Patent and Trademark Office via the Office Electronic Filing System in accordance with § 1.6(a)(4).

/Margaret Turner/
Signature

Margaret M. Turner, Patent Paralegal
Type or print name of person certifying